

## CLAIMS

What is claimed is:

1. A television delivery system for generating an interactive electronic program guide for display on a television connected to a set top terminal, the system comprising:
- an operations center comprising:
- a means for packaging a plurality of television programs; and
  - a means for generating program control information including data associated with the packaging of the television programs;
  - a means for delivering the packaged television programs and the program control information from the operations center to a subscriber;
  - a set top terminal, located at the subscriber's location, that receives the television programs from the operations center, the terminal comprising:
    - a microprocessor for executing program instructions;
    - a graphic memory;
    - a graphic generator to generate graphics from the graphic memory; and
    - a subscriber interface for choosing an option from displayed graphics and for effecting the memory location from which graphical information is generated by the graphics generator;
- wherein the terminal generates an electronic program guide having
- a home menu;
  - a plurality of major menus displayed as menu options on the home menu;
  - a plurality of sub-menus displayed as menu options on the plurality of major menus; and
  - a plurality of during programming menus enacted after selection of a program.
2. The system of claim 1, wherein the guide further comprises an introductory menu that is displayed upon beginning use of the guide.
3. The system of claim 2, wherein the introductory menu is displayed automatically when the set top terminal is switched on.

4. The system of claim 2, wherein introductory menu displays information or messages from the operations center.

5. The system of claim 4, wherein the information or messages are directed to a particular subscriber.

5 6. The system of claim 4, wherein the information or messages are directed to a group of subscribers.

7. The system of claim 1, wherein the during program menus comprise hidden menus and program overlay menus.

10 8. A television delivery system for generating an interactive electronic program guide for display on a television connected to a set top terminal, the system comprising:

an operations center comprising:

a means for packaging a plurality of television programs; and

15 a means for generating program control information including data associated with the packaging of the television programs;

a means for delivering the packaged television programs and the program control information from the operations center to a subscriber;

a set top terminal, located at the subscriber's location, that receives the television programs from the operations center, the terminal comprising:

20 a microprocessor for executing program instructions;

a graphic memory;

a graphic generator to generate graphics from the graphic memory; and

25 a subscriber interface for choosing an option from displayed graphics and for effecting the memory location from which graphical information is generated by the graphics generator;

wherein the terminal generates an electronic program guide having

a logo that is displayed on the television during a selected program having one or more interactive features; and

30 an overlay menu that is displayed during the selected program, the overlay menu including the interactive features,

wherein the logo indicates to a user that the interactive features are available for the selected program, and wherein the overlay menu is displayed in response to a signal received from a user input.

9. The system of claim 8, wherein the overlay menu includes menu options for a plurality of interactive features.

10. The system of claim 9, wherein the overlay menu further includes a menu option to return to the selected program without the interactive features.

11. The system of claim 9, wherein the guide further comprises a cursor that indicates one of the menu options, wherein the cursor is controlled by the user input.

12. The system of claim 9, wherein the interactive features include quizzes, facts, or products, related to the selected program.

13. The system of claim 9, further comprising a plurality of interactive submenus for use with the interactive features, which submenus are displayed in response to a selection of the menu items, the selection being received from the user input.

14. The system of claim 13, wherein the submenus are displayed in a video window in a scaled-down program video format.

15. The system of claim 13, wherein the program and one or more of the submenus are displayed on the television at the same time.

16. The system of claim 8, wherein the logo is displayed as an overlay menu.

17. The system of claim 8, wherein the logo is displayed by the set top terminal, and wherein the set top terminal determines whether there is data or information about the selected program to be displayed as the one or more interactive features and displays the logo if there is data or information.

18. The system of claim 17, wherein the set top terminal generates an overlay menu including the logo.

19. The system of claim 8, wherein the overlay menu is generated by a set top terminal using data received during a vertical blanking interval.

20. The system of claim 8, wherein the logo is displayed in a corner of a screen of the television periodically for a specified duration.

21. The system of claim 20, wherein the logo is displayed for fifteen seconds during a plurality of ten-minute segments of the selected program.

22. A television delivery system for generating an interactive electronic program guide for display on a television connected to the set top terminal, the system comprising:

- 5 an operations center comprising:
  - a means for packaging a plurality of television programs; and
  - a means for generating program control information including data associated with the packaging of the television programs;
  - a means for delivering the packaged television programs and the program control
  - 10 information from the operations center to a subscriber;
  - a set top terminal, located at the subscriber's location, that receives the television programs from the operations center, the terminal comprising:
    - a microprocessor for executing program instructions;
    - a graphic memory;
    - 15 a graphic generator to generate graphics from the graphic memory; and
    - a subscriber interface for choosing an option from displayed graphics and for effecting the memory location from which graphical information is generated by the graphics generator;
- wherein the terminal generates an electronic program guide having
  - 20 a plurality of interactive menus, each corresponding to a level of interactivity and having one or more interactive menu items for selection; and
  - a main menu having one or more main menu items for selection, which main menu items correspond to the interactive menus, wherein the menus are navigated using a user input, and wherein the main menu items and the interactive menu items are
  - 25 responsive to selection signals received from the user input; and
  - a cursor for navigation of the menus.